

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> ( Not for submission under 37 CFR 1.99)	Application Number		10009331
	Filing Date		2001-11-06
	First Named Inventor	Yoichiro Sako	
	Art Unit	3625	
	Examiner Name	W. J. Allen	
	Attorney Docket Number	SONYJP 3.3-758	

U.S.PATENTS						<a href="#">Remove</a>
Examiner Initial*	Cite No	Patent Number	Kind Code <sup>1</sup>	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	5227874		1993-07-13	Von Kohorn	
	2	5973747		1999-10-26	Goreta et al.	
	3	6075527		2000-06-13	Ichihashi et al.	
	4	6091823		2000-07-18	Hosomi et al.	
	5	6282713		2001-08-28	Kitsukawa et al.	
	6	6725268		2004-04-20	Jackel et al.	
	7	6799327		2004-09-28	Reynolds et al.	
	8	7039935		2006-05-02	Knudson et al.	

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

Application Number	10009331
Filing Date	2001-11-06
First Named Inventor	Yoichiro Sako
Art Unit	3625
Examiner Name	W. J. Allen
Attorney Docket Number	SONYJP 3.3-758

9	7234155	2007-06-19	Kay et al.	
---	---------	------------	------------	--

If you wish to add additional U.S. Patent citation information please click the Add button.

Add

**U.S.PATENT APPLICATION PUBLICATIONS**

Remove

Examiner Initial*	Cite No	Publication Number	Kind Code <sup>1</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20040139472		2004-07-15	Furet et al.	

If you wish to add additional U.S. Published Application citation information please click the Add button.

Add

**FOREIGN PATENT DOCUMENTS**

Remove

Examiner Initial*	Cite No	Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup> i	Kind Code <sup>4</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
1	1	1075431	JP		1989-03-22	Mihara Hisashi		<input type="checkbox"/>

If you wish to add additional Foreign Patent Document citation information please click the Add button

Add

**NON-PATENT LITERATURE DOCUMENTS**

Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>5</sup>
	1	Anon., "Open N: Sun & Thomson Alliance Launches Open TV Interactive Multimedia Environment," Edge. Vol. 10, No. 337, January 9, 1995.	<input type="checkbox"/>
	2	Brown, R., "LMN Means Interactive TV Buying: New Cable Channel Will Marry Vintage Programming, Direct-Response Advertising, Broadcasting and Cable, Vol. 123! No. 26, p.23, June 28, 1993.	<input type="checkbox"/>
	3	Anon., "Sydney Group Gets Rights to New Microwave System," Australia Financial Review, p.4, August 9, 1993.	<input type="checkbox"/>

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

Application Number	10009331
Filing Date	2001-11-06
First Named Inventor	Yoichiro Sako
Art Unit	3625
Examiner Name	W. J. Allen
Attorney Docket Number	SONYJP 3.3-758

4	Roush, C ., "Elbowing into Cable TV's Home-Shopping Slugfest: Telemarketer CUC Will Use Low Prices to Win Couch Potatoes," Business Week, Number 331\$! p.68, May 10, 1993.	<input type="checkbox"/>
5	Anon. "Wink® Announces 'One-Click' E-Commerce Marketing Agreement with CableData," PR Newswire, November 23, 1998.	<input type="checkbox"/>
6	Anon., "DIRECTV and Wink Communications to Deliver Enhanced Broadcasting"" to US. Consumers," PR Newswire, p.0402, January 7, 1999.	<input type="checkbox"/>
7	Anon., "Wink Communications, Inc. Changes the Advertising Landscape," PR Newswire, p8912, January 21, 1999.	<input type="checkbox"/>
8	Buss, D., "Getting It Together," Brandmarketing, Vol. VII, No.1, p.62, January 1999.	<input type="checkbox"/>
9	Anon., "Commerce,N Continues Growth with Addition of Accomplished Industry Veterans," Business Wire, February 23, 2000.	<input type="checkbox"/>

If you wish to add additional non-patent literature document citation information please click the Add button

**EXAMINER SIGNATURE**

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> See Kind Codes of USPTO Patent Documents at [www.USPTO.GOV](http://www.USPTO.GOV) or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.